<u>CLAIMS</u>

What is claimed is:

1. A method of providing directed search for a web site address broadcast on television, the method comprising:

creating a database containing one or more web site identifiers input by an advertiser associated with the television broadcast of the web site address;

permitting a user to search the database by inputting at least one of the web site identifiers; and

providing to the user a search response including one or more web site addresses broadcast on television,

wherein the one or more web site identifiers include at least one member of the group consisting of:

a location where the user may have received the television broadcast of the web site address;

a time of day or date or dates when the user may have received the television broadcast of the web site address;

a channel number or call-letters for the station on which the web site address may have been broadcast; and

the name of a television program the user may have been watching when the web site address may have been broadcast.

- 2. The method of claim 1, wherein the search response further includes information related to a web site associated with the web site address broadcast on television.
- 3. The method of claim 1, wherein the one or more web site identifiers further include at least one member of the group consisting of:

a product or products associated with the web site address;

a service or services associated with the web site address;

a subject matter of interest associated with the television program or the web site address broadcast on television; and

the name of a host, celebrity or personality associated with the television program.

- 4. The method of claim 1, wherein the database is password protected.
- 5. A method for creating a directed search database of web sites broadcast on television, comprising:

providing each of a plurality of information providers access to a secured portion of the database;

providing each information provider one or more identifier categories; allowing each information provider to store in the secured portion of the

database one or more identifiers associated with a web site broadcast on television, each identifier corresponding to an identifier category; and

creating a search query with the one or more identifier categories,

wherein the one or more web site identifiers include at least one member of the group consisting of:

a location where the user may have received the television broadcast of the web site address:

a time of day or date or dates when the user may have received the television broadcast of the web site address;

a channel number or call-letters for the station on which the web site address may have been broadcast; and

the name of a television program the user may have been watching when the web site address may have been broadcast, and

wherein a user searches the database by inputting at least one identifier in the search query, and a search result including a web site associated with the input identifier is provided when the search query is executed.

- 6. The method of claim 5, wherein the secured portion of the database is protected by a password.
- 7. The method of claim 5, further comprising allowing each information provider to store in the secured portion of the database non-identifier

information relating to the web site.

- 8. The method of claim 5, wherein the one or more identifiers further include at least one member of the group consisting of:
 - a product or products associated with the web site address;
 - a service or services associated with the web site address;
- a subject matter of interest associated with the television program or the web site address broadcast on television; and

the name of a host, celebrity or personality associated with the television program.